



Leading People. Leading Organizations.

## **SHRM Advocacy Team: Shaping HR Public Policy**

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*A-Team Director*

September 21-22, 2016

# SHRM and Advocacy



@SHRMATeam



## SHRM: Who We Are, Where We Stand

- SHRM has roughly **285,000+** US members
- SHRM has over **575** chapters throughout the US spread across all 435 congressional districts
- SHRM has **6** paid lobbyists on staff
- SHRM **does not** have a political action committee (PAC)
- Of the **535** Members in Congress, only **4** come from an HR background

# Last Midterm Elections = New Members of Congress w/ HR Background



Sen. Joni Ernst  
(R-IA)  
*former HR  
assistant*



Rep. Gwen Graham  
(D-FL)  
*former employee  
relations director*



Rep. Brenda  
Lawrence (D-MI)  
*former HR investigator*



Sen. Michael Enzi  
(R-WY)  
*former SHRM  
member*

# SHRM and Advocacy

## Key Issues

- Labor and Employment
- Immigration Reform
- Tax reform / Retirement Security
- Civil Rights
- Health Care
- Workplace Flexibility

Federal Public Policy

State  
Public Policy



Member  
Advocacy

Regulatory /  
Judicial Affairs

# Recent SHRM Advocacy Highlights

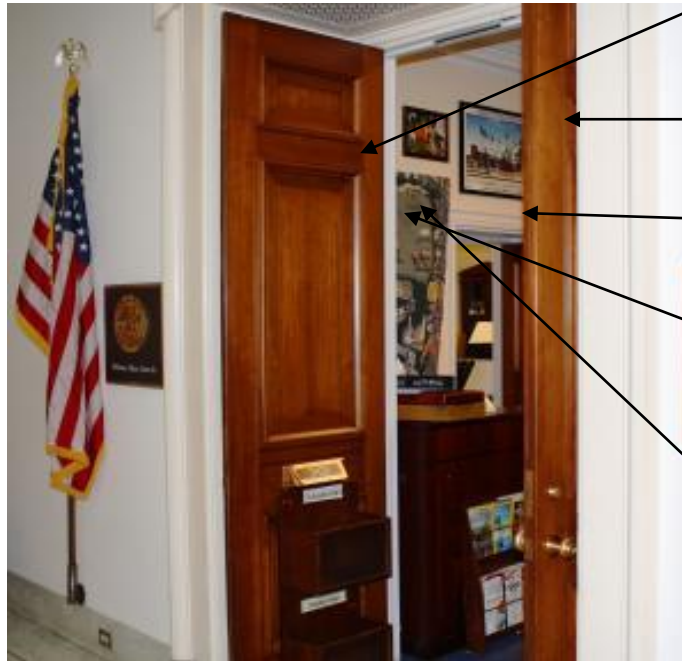
## ***2015: A Banner Year for SHRM Advocacy Efforts***

- ✓ **Fighting Extreme Changes to Overtime Rules**
- ✓ **Delaying the Excise Tax on Employer-Sponsored Health Care Benefits**
- ✓ **Preventing Debarment of Federal Contractors**
- ✓ **Growing SHRM's Advocacy Team (A-Team) Ranks**
- ✓ **Moving the Needle on Critical Workplace Policy: Record Number of A-Team Meetings with Legislators**

# **How to Get Started in Advocacy on Behalf of the Profession**

# Communicating with Lawmakers

***\*Using Multiple Advocacy Tactics are Better at “Breaking Through the Dam” than Using Only One***



Sending an email/letter

Phone call

Posting on social media

Constituent visit (DC, district)

Attending a local meeting

# SHRM and Advocacy



**You can be engaged and make a difference in:**

- 60 seconds
- 2 minutes
- 1 hour
- 3 days



# What is the SHRM Advocacy Team?

- Ensures the **voice of HR is heard** by policy decision-makers via a “local network”
- Helps **inform legislators of policy impacts upon employers and employees** in her/his district
- SHRM members are constituents who **develop credible and influential relationships** with elected officials

**8,400+ active A-Team members**



# SHRM Makes it Easy to Engage



## What is the SHRM Advocacy Team?

The SHRM A-Team, made up of thousands of HR professionals, is a critical part of SHRM's enhanced member advocacy initiative, working to advance the interests of the HR profession and communicate the HR perspective on workplace issues in Washington and state legislatures across the country.

## SHRM's Advocacy Team (A-Team)

Two main levels of involvement:

- 1 HR Advocate
- 2 Advocacy Captain

# SHRM's Advocacy Team (A-Team)

## 1 HR Advocate:

- Receive key legislative and regulatory updates and calls to action from SHRM
- Stay up to speed on all the potential issues that could impact the workplace
- Have access to all SHRM's tools to quickly and easily contact your lawmakers on issues of interest to you, your company and your state



### INTERESTED IN BECOMING AN HR ADVOCATE?

In addition to HR professionals serving as Advocacy Captains in each of the 435 congressional districts across the country, the SHRM Advocacy Team is actively seeking "HR Advocates" to support ongoing policy initiatives.

HR's voice needs to be heard. As advocates for the HR community, SHRM members understand and can communicate how public policy issues may affect employees and employers. By working together (Advocacy Captains and HR Advocates), HR professionals can help advance effective workplace public policy and strive to move the profession forward.

#### What Does An HR Advocate Do?

The role of the HR Advocate is a volunteer opportunity and there is no formal appointment process and or term limit. HR Advocates support his/her Advocacy Captain within the district and to coordinate and collaborate with other HR professionals in the state when the need for in-district advocacy arises.

Key duties and responsibilities of an HR Advocate include, but are not limited to:

- Collaboration and coordination with your state's Advocacy Captain to serve as a contact in your



Download the A-Team brochure

# SHRM's Advocacy Team (A-Team)

## 2 Advocacy Captain:

- Serve as a leader within your congressional district on HR issues
- Rally other SHRM Advocates around a call to action
- Be a direct workplace policy resource to your respective member of Congress throughout the year



### ADVOCACY CAPTAIN

#### Interested In Becoming An Advocacy Captain?

The SHRM Advocacy Team is looking to establish an Advocacy Captain in each of the 435 congressional districts across the country. Advocacy Captains are committed volunteers who serve as the "go-to" people for lawmakers and their staffs on workforce-related issues.

#### What Does An Advocacy Captain Do?

The role of the Advocacy Captain is to serve as the face of HR within the district and to act as the point of contact for SHRM's Government Affairs Team when the need for in-district advocacy arises.

Volunteer leaders within the SHRM Advocacy Team play a vital role in advocating the HR perspective on workplace public policy issue. Key duties and responsibilities of an Advocacy Captain include, but are



# SHRM's Advocacy Team (A-Team)

## 2 Advocacy Captain:

### **What are the benefits of being an Advocacy Captain?**

In addition to enhancing the visibility of HR among policymakers, becoming a member of the SHRM Advocacy Team extends to you a rare chance to expand your professional opportunities and help shape public policy impacting the workplace. Among the many benefits of serving as an Advocacy Captain, you can:

- Lead SHRM's efforts at the community level as a critical link between SHRM and elected leaders, local media and key allies in your community;
- Help shape workplace policy and a productive workforce by ensuring federal and state policymakers understand the vital role that HR plays in today's workforce;
- Participate in quarterly training/public policy opportunities like exclusive webinars, conference calls, meetings and more;
- Enhance your core competency; demonstrate your commitment to your employer, the profession and SHRM; develop communications and networking skills, understanding of timely industry issues and keen insight into how federal and state policy shapes our profession; and
- Earn credits that can be applied toward your continuing education or re-certification as an HR professional.

# SHRM's Advocacy Team (A-Team)

## 2 Advocacy Captain:

### Do I qualify to be an Advocacy Captain?

In order to be an Advocacy Captain, we ask that you:

- Must be a SHRM member in good standing.
- Strong preference for prior or current experience as an HR professional.
- Must live within the congressional district he/she is representing as an Advocacy Captain.
- Appointment is made by SHRM with input from state councils and chapter representatives, among others.
- Dedicate at least one year to Advocacy Captain service. *It is advisable that an individual serves in this position for a multiple-year term.*
- SHRM's Government Affairs Department stands ready to assist you in making this effort a success. We can work with you and your colleagues to communicate effectively with your legislators, engage local media and network with leading community-based organizations in your congressional district.

For more information or to volunteer to be an Advocacy Captain, please email

[Ateam@shrm.org](mailto:Ateam@shrm.org).

# SHRM's Advocacy Team (A-Team)

## SHRM A-Team Statistics (as of August 2016):

- ✓ 8,460+ active members
- ✓ 530+ Advocacy Captains designated across the country in 50 states.
- ✓ 75% of Congressional Districts Complete
- ✓ **North Dakota: Complete for Advocacy Captain coverage!**

## Join SHRM's A-Team Today!



Are you interested in becoming an Advocacy Captain for the SHRM Advocacy Team? Here's a brief "Job Description."

Advocacy Captains will recruit and coordinate fellow SHRM members to participate in advocacy efforts, coordinate and attend meetings with local elected officials, and reach out to like-minded community organizations to educate them about SHRM and its public policy priorities. You must be a SHRM member in good standing and a practicing (or former) HR professional. HR certification is highly desirable.

**SHRM ADVOCACY TEAM**  
SOCIETY FOR HUMAN RESOURCE MANAGEMENT  
Advancing the HR agenda in American politics

**Join Us!**

**Contact Us:**  
1800 Duke Street, 5th Floor  
Alexandria, Virginia 22314  
Phone US: (800) 263-SHRM  
Phone International: +1 (703) 548-3440  
<http://bit.ly/BecomeAnAdvocacyCaptain>

PLACE  
STAMP  
HERE

<http://bit.ly/AboutSHRMA-Team>

# How SHRM Can Help You Engage



Leading People.  
Leading Organizations.

# HR Policy Action Center

advocacy.shrm.org

## Through [advocacy.shrm.org](http://advocacy.shrm.org):

- Immediately take action on alerts
- Easily connect to your Members of Congress
- Sign up for the SHRM A-Team
- Quickly submit lawmaker engagement feedback online
- Stay up-to-date on legislative and agency proposals impacting the workplace - and more!



## HR: Engage on Overtime Regulations

### LATEST NEWS: FAIR LABOR STANDARDS ACT OVERTIME REGULATIONS

The Department of Labor (DOL), through the Presidential Memorandum on Updating and Modernizing Overtime Regulations, is proposing changes to "modernize and streamline" the Fair Labor Standards Act overtime regulations.

- Click [HERE](#) to read the official Notice of Proposed Rulemaking (June 30, 2015)
- Click [HERE](#) to view the listing in the Federal Register (July 6, 2015)
- Click [HERE](#) to read SHRM's official comment letter to the Department of Labor (September 4, 2015)

### HOW YOU CAN MAKE A DIFFERENCE

#### Share Your Story with SHRM on FLSA/Overtime Regulations

- **Share the potential impacts with your lawmakers over Twitter.** Send your members of Congress a personalized message over social media.
- **Submit a blog post** describing how these regulatory changes could impact the HR profession, employers and employees in your local area.
- **Share your personal HR story** with SHRM of how proposed changes to overtime would impact your organization.

#### Meet with Your Members of Congress this Fall

Click [HERE](#) for guidance on how to effectively schedule and conduct a face-to-face meeting with your lawmaker in the district.

Have you discussed the Department of Labor's proposed overtime rule with your lawmaker? [Let SHRM know.](#)

#### PUBLIC POLICY BLOGS BY SHRM MEMBERS

### An Evening with a MS Congressman: A Perfect Way for Our SHRM State Council & HR Members to Engage

Society for Human Resource Management

Mississippi's SHRM State Council held a State Legislative Reception for Congressman Gregg Harper, (R-MS-3<sup>rd</sup> District) on September 1, 2015. [Congressman Harper is no stranger to SHRM.](#)

[READ MORE](#)

#### SHARE AN HR TESTIMONIAL: SUBMIT AN ADVOCACY BLOG

Submit an Advocacy blog

# SHRM Makes it Easy to Engage

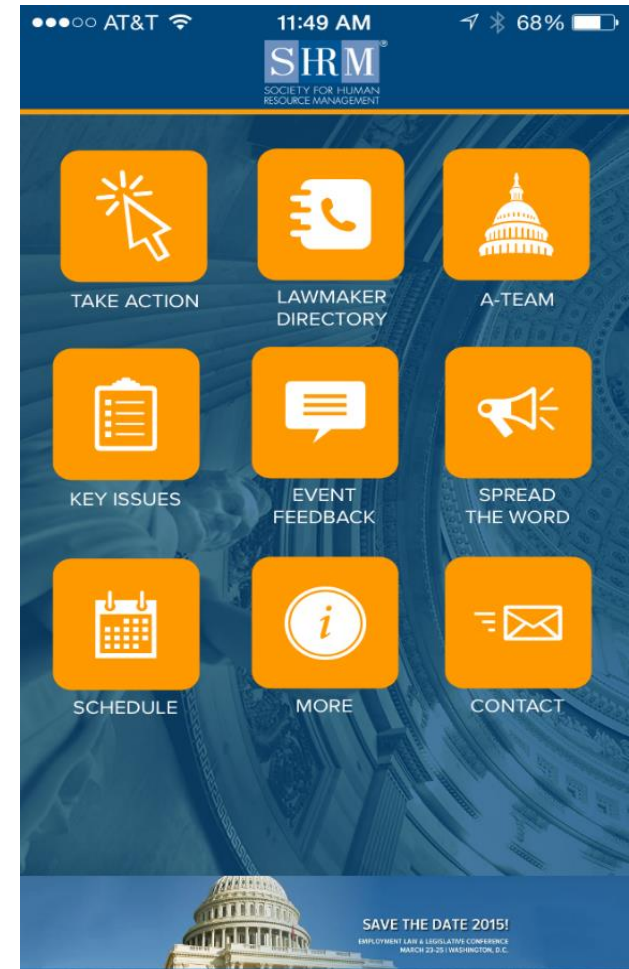
## SHRM Advocacy App

Download SHRM's advocacy mobile app  
(free in app stores)

### Through SHRM's Advocacy App, You Can:

- Immediately take action on alerts using SHRM-provided templates
- Connect to your state and federal lawmakers
- Access SHRM A-Team Information
- Quickly submit lawmaker meeting or event feedback
- Engage with lawmakers and fellow HR professionals on social media
- View legislative issue information on workplace issues
- Stay up-to-date on all legislative updates facing the workplace

*\*Please be sure to accept push notifications*



## How SHRM Can Help Your Advocacy Efforts:

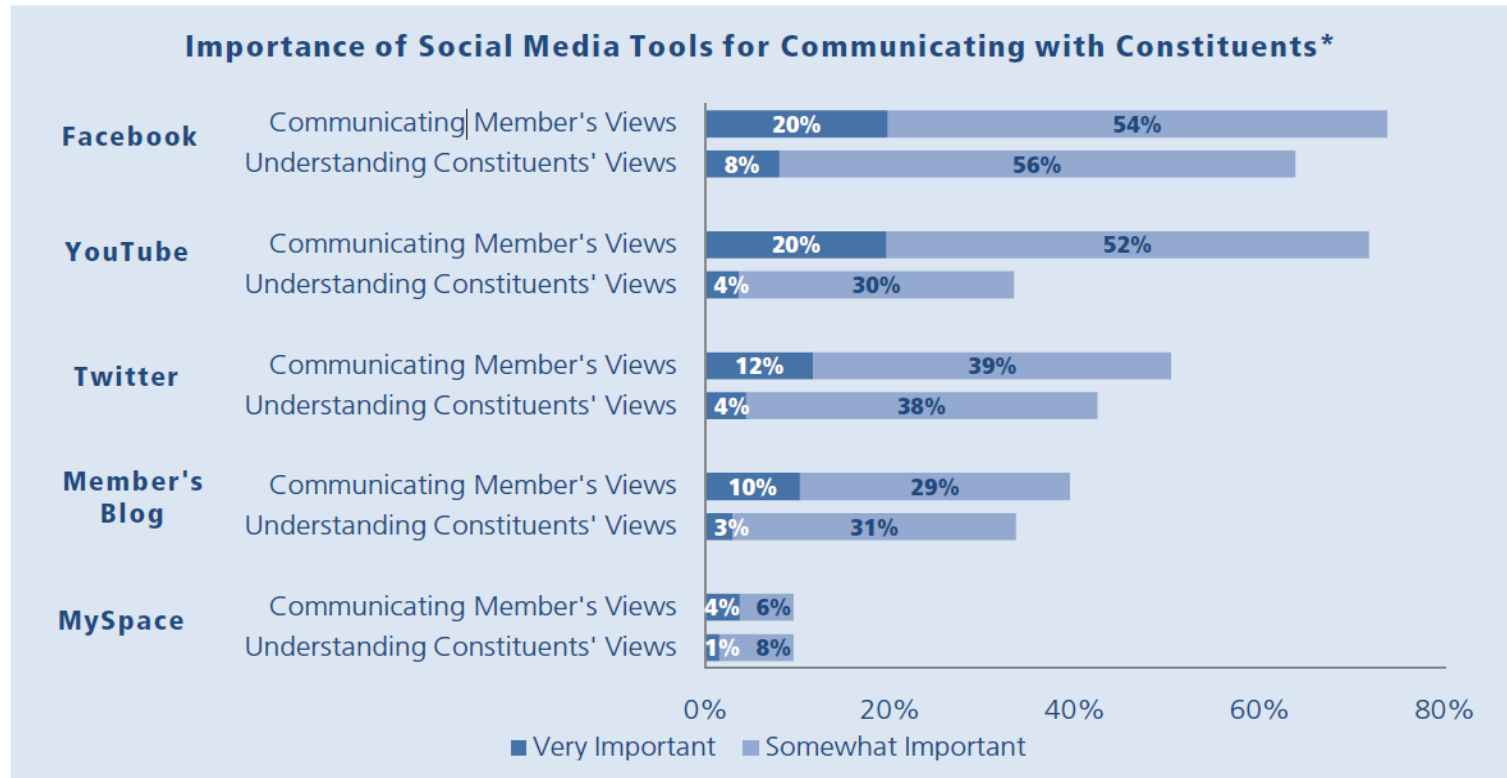
- SHRM's HR Policy Action Center is your interactive online advocacy action center
- Provides sample letters on issues to your members of Congress
- Offers access to congressional key votes on HR issues
- Provides sample op-eds to media outlets and other media materials
- SHRM's issue toolkits contain talking points, issue background and status updates

# Ways to Be Effective

**Engage with lawmakers over  
social media**

# Social Media and Congress

**FIGURE 8**



\*Question was asked only of senior managers and communications staffers. Their responses are aggregated (n=138).

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2014

2013

2012

2011

2010

2009

Born



## Senator Claire McCaskill

Government Official

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PEOPLE



27,388 likes

ABOUT



 In order to follow federal law this page has two rules for comments. Please:- Don't say anything obscene- Don't talk about elections. For more information...

[READ MORE](#)

 <http://mccaskill.senate.gov/>

APPS

**Senator Claire McCaskill**2 hours ago 

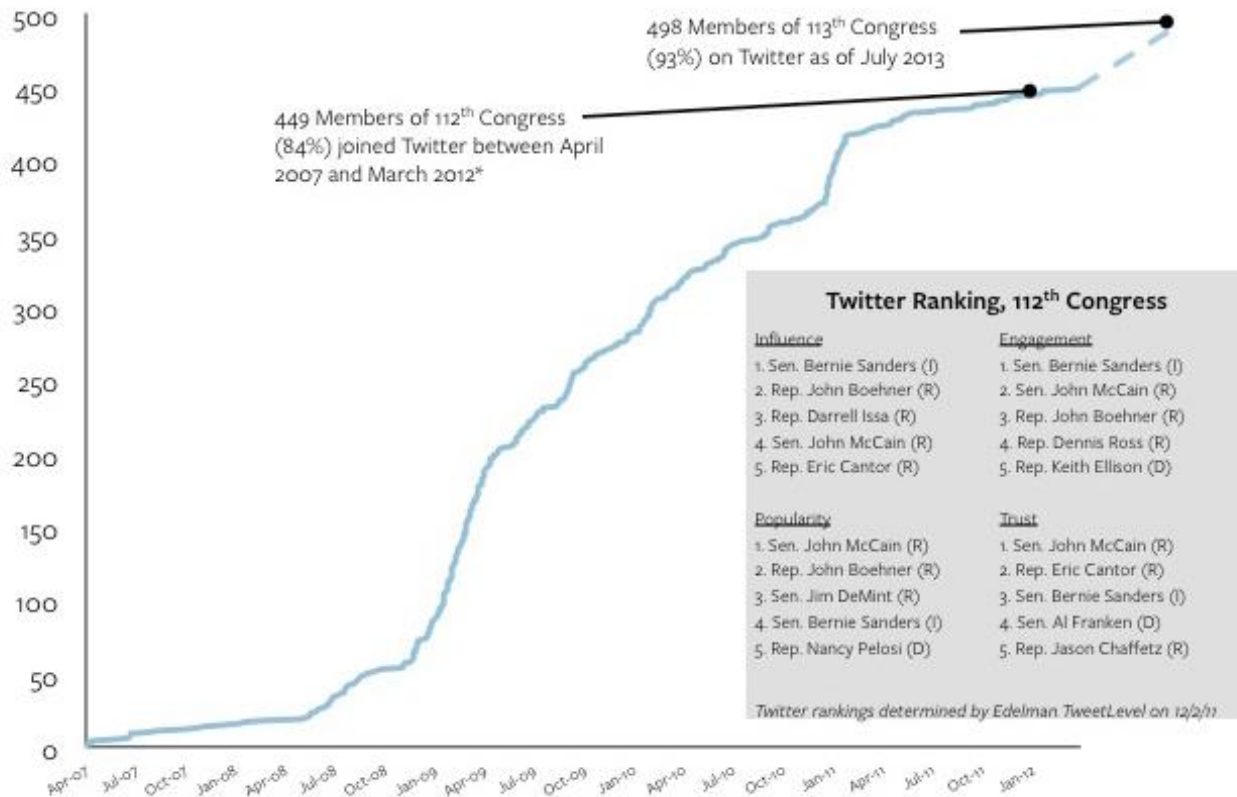
During a [#claireoncampus](#) tour stop at Missouri State University, Claire chats with Springfield students who are registering to vote and strongly encourages them to stay engaged and involved.



# Members of Congress & Twitter

Few Strangers on the Hill  
*Vast Majority of Congress is on Social*

## Members of Congress on Twitter



# Where Will Your Lawmaker Be This Fall?

## Check Social Media

### Follow Your Member of Congress on Twitter, Facebook



# Twitter: @SHRMATeam



**SHRM A-Team**  
@SHRMATeam

TWEETS  
2,685

FOLLOWING  
943

FOLLOWERS  
2,902

FAVORITES  
336

LISTS  
7

Retweet 21 Like 12

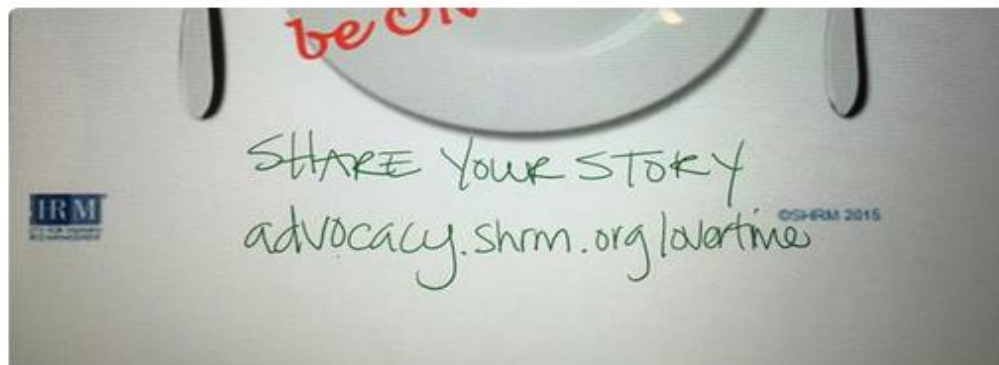


SHRM A-Team retweeted



**Cecilia** @C6Cece · Jun 30

CALL TO ACTION! We must respond & share the true impact & concerns of new FLSA proposal #shrm15 #overtime @SHRMATeam



Retweet 4 Like 5

[View photo](#)



SHRM A-Team retweeted



**Brenda Rushforth** @q22q17 · Jun 30

Be sure to download the #SHRM Advocacy App. @SHRMATeam is going to need your personal story! #SHRM15

Retweet 4 Like 1



SHRM A-Team retweeted



**Brenda Rushforth** @q22q17 · Jun 30

Follow @SHRMATeam and #overtime. Stay up to speed! Don't let the reg. changes surprise you! #SHRM15

# Don't Forget! Follow SHRM's Govt. Affairs Team on Twitter



@SHRM



@HammerSHRM



@SHRMLobbystLisa



@SHRMKellyH



@SHRMBirbal



@SHRMATeam



@KCnSHRMGA



@SHRMVPAitken



@SHRMCAJason



@WhenWorkWorks



# Ways to Be Effective

**Meet in-person with your  
lawmaker**

# Building Relationships Through Advocacy

## ***Critical Goal: Build a Relationship with Your Lawmaker and District Staff***

- Potential issue champions
- Pipeline to all legislative staff
- District Director = Legislator's Best Friend in Office



# A-Team Meeting Action List

- ☐ ***\*Receive necessary approval from your employer to speak on behalf of your organization***
- ☐ Send meeting request (email, phone call) to your lawmaker (district office)
- ☐ Be PERSISTENT! Follow-up with the office is key
- ☐ Invite others to join you (A-Team members, HR peers, etc.)
- ☐ Once meeting is confirmed, research lawmaker positions on workplace issues of interest, current legislation
- ☐ Attend the meeting – and don't forget to take a picture!
- ☐ Follow up with a "Thank You" note to the office, staffer(s)
- ☐ Fill out SHRM's Legislative Meeting Form online at [advocacy.shrm.org](http://advocacy.shrm.org)/through SHRM's Advocacy App
- ☐ Share your pictures and/or key takeaways with SHRM, your chapter/state council, and on social media
- ☐ Share your stories with SHRM and others as an A-Team Blog post

# A-Team Meetings: Share *Your* Story

How helpful is it for messages from constituents to include the following?

## Answer Options

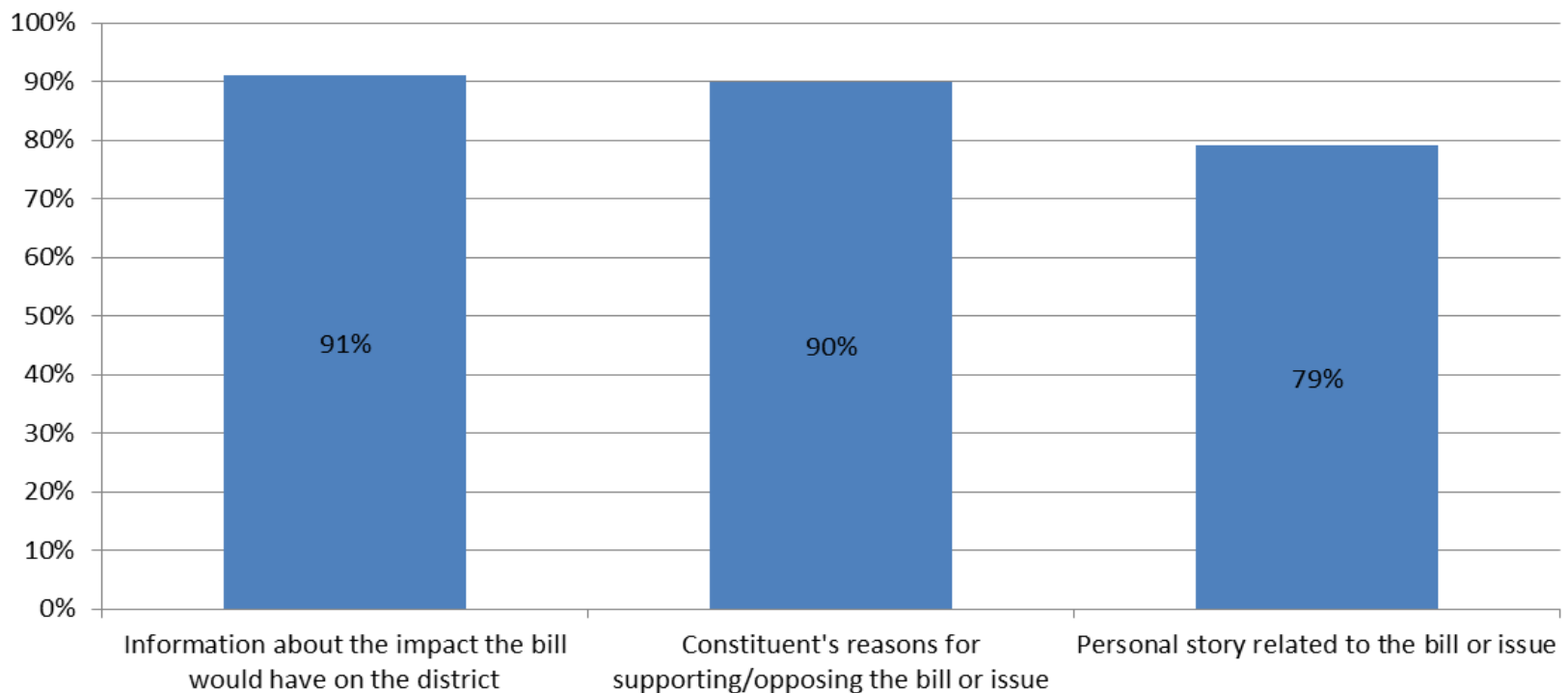
## Response Percent

Information about the impact the bill would have on the district  
Constituent's reasons for supporting/opposing the bill or issue  
Personal story related to the bill or issue

91%

90%

79%



# Telling the HR Story

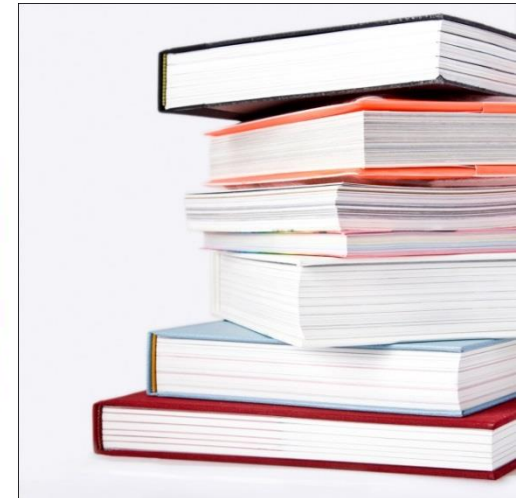
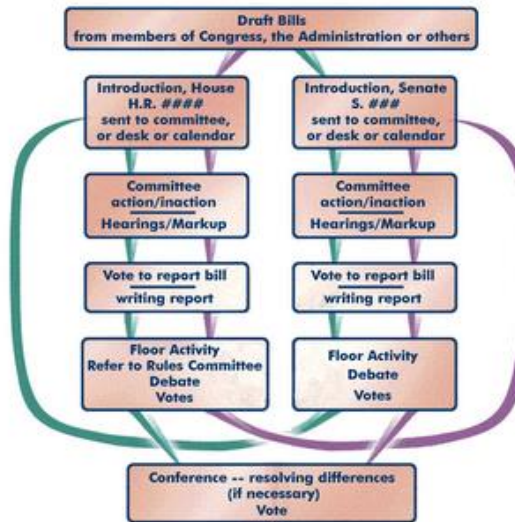
- “Hello, my name is [X] and I’m from [city]” (establishes you as a local constituent/voter)
- “I am here to talk to you about [key issue(s)]”
- “This is important to my organization/employer and employees because...” [personal HR story]
- “That’s why I really hope you’ll...” [make your legislative ‘ask’]
- Provide leave-behind materials, collect contact information to continue these relationships, conversations
- Take Pictures! Share over social media (if appropriate) – include your legislator as able (*tag @SHRMATeam*)



# Don't Stress About...

## Legislative Process: How a Senate Bill Becomes a Law

Bill Status	People Involved	Where
Bill is drafted	Senator, Representative, White House, State Legislatures, Organizations, Scholars, Constituents.	Office, library, l
Bill is introduced by Senator	Senator by way of the Parliamentarian	Senate Chamber
If no objection heard, bill is considered read twice, and referred to the appropriate committee.	Parliamentarian on behalf of Presiding Officer	Senate Chamber
Bill is entered on the Senate Journal	Journal Clerk	Senate Chamber
Bill is given a number	Bill Clerk	Bill Clerk's Offi
Bill is entered into ledgers and the Legislative Information System	Bill Clerk	Bill Clerk's Offi



THE LIBRARY OF CONGRESS THOMSON

Library of Congress - THOMSON - Publications - Status of Appropriations Legislation for Fiscal Year 2013

Status of Appropriations Legislation for Fiscal Year 2013

Appropriations Legislation for Fiscal Year: 2013 (2013-2014) 2013-2014 2014-2015 2015-2016 2016-2017 2017-2018 2018-2019 2019-2020 2020-2021 2021-2022 2022-2023 2023-2024 2024-2025 2025-2026 2026-2027 2027-2028 2028-2029 2029-2030 2030-2031 2031-2032 2032-2033 2033-2034 2034-2035 2035-2036 2036-2037 2037-2038 2038-2039 2039-2040 2040-2041 2041-2042 2042-2043 2043-2044 2044-2045 2045-2046 2046-2047 2047-2048 2048-2049 2049-2050 2050-2051 2051-2052 2052-2053 2053-2054 2054-2055 2055-2056 2056-2057 2057-2058 2058-2059 2059-2060 2060-2061 2061-2062 2062-2063 2063-2064 2064-2065 2065-2066 2066-2067 2067-2068 2068-2069 2069-2070 2070-2071 2071-2072 2072-2073 2073-2074 2074-2075 2075-2076 2076-2077 2077-2078 2078-2079 2079-2080 2080-2081 2081-2082 2082-2083 2083-2084 2084-2085 2085-2086 2086-2087 2087-2088 2088-2089 2089-2090 2090-2091 2091-2092 2092-2093 2093-2094 2094-2095 2095-2096 2096-2097 2097-2098 2098-2099 2099-2100 2100-2101 2101-2102 2102-2103 2103-2104 2104-2105 2105-2106 2106-2107 2107-2108 2108-2109 2109-2110 2110-2111 2111-2112 2112-2113 2113-2114 2114-2115 2115-2116 2116-2117 2117-2118 2118-2119 2119-2120 2120-2121 2121-2122 2122-2123 2123-2124 2124-2125 2125-2126 2126-2127 2127-2128 2128-2129 2129-2130 2130-2131 2131-2132 2132-2133 2133-2134 2134-2135 2135-2136 2136-2137 2137-2138 2138-2139 2139-2140 2140-2141 2141-2142 2142-2143 2143-2144 2144-2145 2145-2146 2146-2147 2147-2148 2148-2149 2149-2150 2150-2151 2151-2152 2152-2153 2153-2154 2154-2155 2155-2156 2156-2157 2157-2158 2158-2159 2159-2160 2160-2161 2161-2162 2162-2163 2163-2164 2164-2165 2165-2166 2166-2167 2167-2168 2168-2169 2169-2170 2170-2171 2171-2172 2172-2173 2173-2174 2174-2175 2175-2176 2176-2177 2177-2178 2178-2179 2179-2180 2180-2181 2181-2182 2182-2183 2183-2184 2184-2185 2185-2186 2186-2187 2187-2188 2188-2189 2189-2190 2190-2191 2191-2192 2192-2193 2193-2194 2194-2195 2195-2196 2196-2197 2197-2198 2198-2199 2199-2200 2200-2201 2201-2202 2202-2203 2203-2204 2204-2205 2205-2206 2206-2207 2207-2208 2208-2209 2209-2210 2210-2211 2211-2212 2212-2213 2213-2214 2214-2215 2215-2216 2216-2217 2217-2218 2218-2219 2219-2220 2220-2221 2221-2222 2222-2223 2223-2224 2224-2225 2225-2226 2226-2227 2227-2228 2228-2229 2229-2230 2230-2231 2231-2232 2232-2233 2233-2234 2234-2235 2235-2236 2236-2237 2237-2238 2238-2239 2239-2240 2240-2241 2241-2242 2242-2243 2243-2244 2244-2245 2245-2246 2246-2247 2247-2248 2248-2249 2249-2250 2250-2251 2251-2252 2252-2253 2253-2254 2254-2255 2255-2256 2256-2257 2257-2258 2258-2259 2259-2260 2260-2261 2261-2262 2262-2263 2263-2264 2264-2265 2265-2266 2266-2267 2267-2268 2268-2269 2269-2270 2270-2271 2271-2272 2272-2273 2273-2274 2274-2275 2275-2276 2276-2277 2277-2278 2278-2279 2279-2280 2280-2281 2281-2282 2282-2283 2283-2284 2284-2285 2285-2286 2286-2287 2287-2288 2288-2289 2289-2290 2290-2291 2291-2292 2292-2293 2293-2294 2294-2295 2295-2296 2296-2297 2297-2298 2298-2299 2299-2300 2300-2301 2301-2302 2302-2303 2303-2304 2304-2305 2305-2306 2306-2307 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# Items to Remember:

- ✓ You are the constituent
- ✓ You are the expert – you deal with these issues on a daily basis and realize their real-world implications
- ✓ Few members of Congress and state legislators have an HR background
- ✓ **Use personal workplace experiences that relate to issues**
- ✓ It's OK to say you don't know the answer to any questions and that you will follow up after the meeting

# YOUR VOICE + YOUR STORY = RESULTS

## Only YOU Can Tell Your Story

When congressional staff were asked what influences their Member of Congress, they reported that constituent voices matter most!

**94%** of staff said that constituents are the most influential



## Make Your Voice Resonate

Congressional staff report that the most helpful information constituents could provide in meetings often isn't conveyed. What information are they looking for?



Information about impact of bill or issue on the district or state



Constituent's reasons for supporting/opposing the bill or issue



Personal story related to the bill or issue

## Stand Out from the Crowd

Research your legislator, come prepared, rehearse your pitch.

Average number of daily meetings held by a Member of Congress: **13**



## Continue to Build on the Relationship Back Home

Washington, DC or District meetings? 71% of House Chiefs of Staff say their Member of Congress has "no preference" on where is best to meet constituents.



# FEEDBACK FORM

Thanks for providing us with this information on your advocacy activity. Your information is crucial to our efforts.

Please provide your contact information below, then click "Proceed".

(\* indicates required field)

Prefix

Select..

First\*

Last\*

Email\*

Address\*

City\*

State\*

Select..

ZIP\*

ZIP + 4

Phone

Fax

☒ Remember Me! ([what's this?](#))

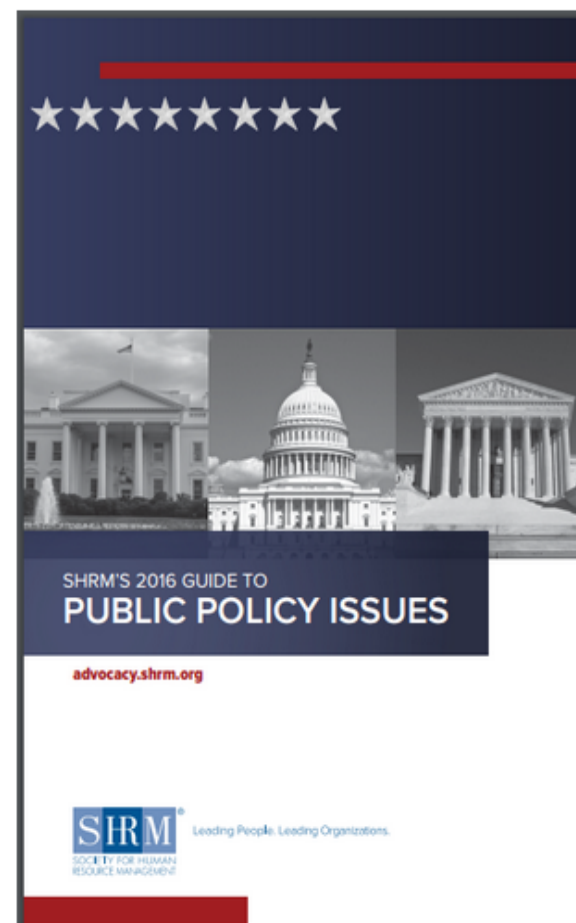
Proceed

## FIND YOUR ELECTED OFFICIALS

Enter a name, address or zip code to find your officials or candidates.

GO

## SHRM'S 2016 GUIDE TO PUBLIC POLICY ISSUES

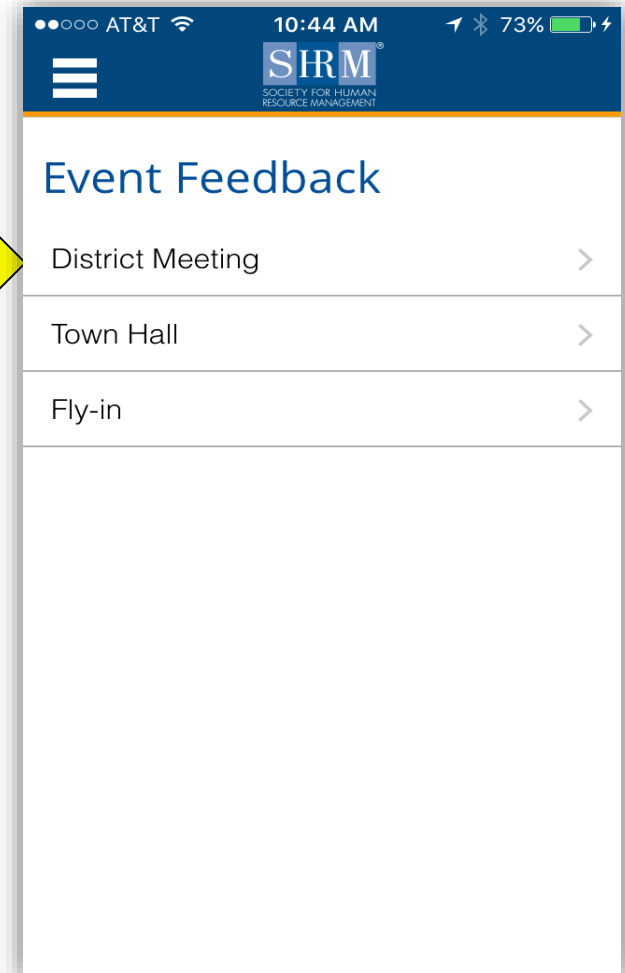
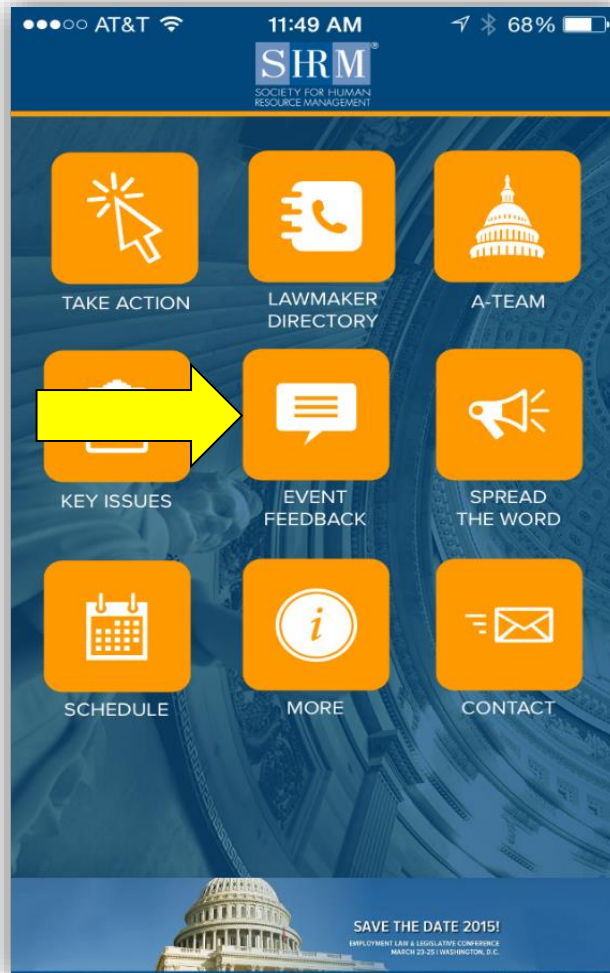


[Download it here](#)

# SHRM Makes it Easy to Report Back

## SHRM Advocacy App:

Quickly  
Enter Visit  
Feedback



# Schedule a Local Meeting!

## Current 2016 Recess Schedule

- ~~August Recess~~
  - ~~House: (July 15-September 6)~~
  - ~~Senate: (July 18-September 5)~~
- **Campaign Work Period**
  - **House: (Sept. 30-Nov. 14)**
  - **Senate: (Oct. 7-Nov. 14)**
- Thanksgiving (November 21-25)
- December holidays (December 19-31)



*New Hampshire A-Team members met with Sen. Jeanne Shaheen's (D-NH) office to discuss key HR issues during recent August recess advocacy efforts.*



## DAY INSIDE THE DISTRICT (DITD)

The Day Inside the District (DITD) program is a local initiative that provides an opportunity to generate interest and support of issues important to the HR professional on a federal and state level.

Most Members of Congress and state legislators spend the majority of their time while in office in their home districts. This time away from performing their legislative duties provides a unique opportunity for HR professionals to interact with their legislators when they are removed from the myriad of demands on their time when the legislator is in Washington or their state capital - committee hearings, floor votes, other constituent meetings, etc.

While legislators are back home in their districts during a legislative recess, their personal schedules tend to be more relaxed and, in turn, afford legislators the opportunity to spend more time with their constituents in face-to-face meetings.

SHRM's DITD program affords members the opportunity to organize a variety of in-district meetings with legislators - whether it be at a Town Hall Meeting with the legislator in a nearby venue in their home

### FIND YOUR ELECTED OFFICIALS

Enter a name, address or zip code to find your official or candidates.

 **FIND** ➔

### SEND US FEEDBACK

Tell Us About Your District Meeting

**GO** ➔



## DAY INSIDE THE BELTWAY (DITB)

### Visit To Capitol Hill

The Day Inside the Beltway (DITB) program provides SHRM members the unique opportunity to travel to our Nation's capital for a day of legislative and regulatory meetings and briefings. Activities include meeting with the staff at SHRM's headquarters in Alexandria, Virginia, where staff briefs the members on the issues they will be discussing during their visits to Capitol Hill, as well as how to conduct an advocacy meeting with a legislator or their staff.

SHRM's Government Affairs staff will pre-arrange your meetings on Capitol Hill, as well as accompany you on your visits. Meetings are scheduled for you to visit the offices of your two Senators, as well as a member of the House of Representatives.

The DITB provide a great opportunity for you to advocate on behalf of SHRM and the HR profession, to learn more about the political process, and to have a real impact on the public policy debate involving critical HR issues.

Planning For A DITB Visit To Washington, DC

### FIND YOUR ELECTED OFFICIALS

Enter a name, address or zip code to find your officials or candidates.

 [FIND](#)

### SEND US FEEDBACK

Tell Us About Your Hill Meeting

[GO](#)

**EMPLOYMENT LAW & LEGISLATIVE CONFERENCE**  
**SAVE THE DATE MARCH 23- 25, 2015**

**REASONS TO ATTEND:**

# **2016: A Significant Year for HR Advocacy**

# “A Year of SHRM Advocacy”



FIND YOUR BREAKTHROUGH MOMENT

## 2016 National Conventions



# SHRM Annual Conference Rally & Advocacy Day

- Built on the excitement and spirit of the Annual Conference to energize the membership to become involved in the public policy process.
- Highlighted SHRM's Principles – which serve as the foundation for SHRM's public policy agenda.
- Engaged the SHRM A-Team and key volunteers to be SHRM ambassadors who demonstrate the expertise and value that HR professionals provide related to workplace issues.

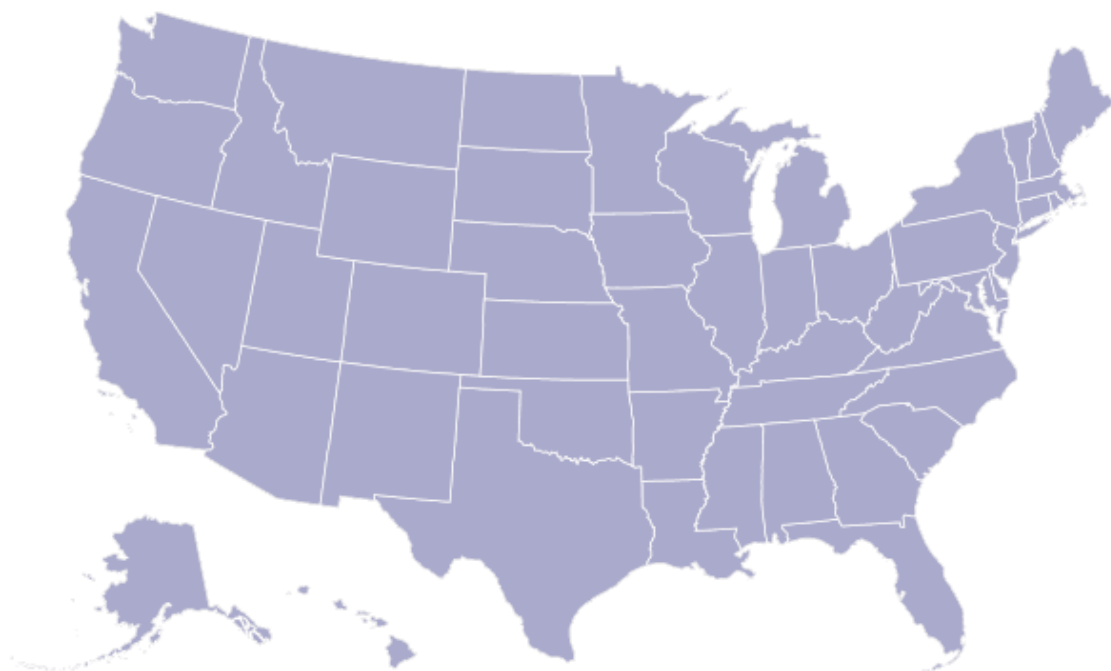


# 5 Reasons SHRM Participates in the Political Conventions

1. **One and Only Advocate for the Profession** - SHRM was recognized as the only HR organization participating in the Political Conventions.
2. **Thought Leadership** – Provides opportunities to demonstrate thought leadership and exclusive access to decision makers– Democrats, Republicans, the future President.
3. **Brand Awareness** - Expands brand awareness nationally to key stakeholders (including through new member acquisition) and elevates SHRM's current reputation.
4. **Member Engagement** – Allowed SHRM to actively engage members in Philadelphia, New Jersey and Cleveland through exclusive SHRM-member events that highlighted SHRM's public policy priorities.
5. **Build the A-Team** - Continued to provide opportunities for the SHRM A-Team to grow and thrive!

## 2016 ELECTION MAP

**From The Smallest Local Election To The White House, It Really Is Critical For HR Advocates To Be Aware Of Voting Laws And Races In Your State, And Educated On How You Can Be Active On Or Before Election Day.**



### HR: GET TO KNOW YOUR CANDIDATES FOR OFFICE

Take advantage of SHRM's Candidate Lookup tool to research your area races and candidates for office as you prepare to cast your vote this election season. As you interact with candidates leading up to Election Day in November, encourage them to learn about the many workplace issues you face as an HR professional.

GO ▶

### HR: REGISTER TO VOTE

With workplace issues at the forefront of the national debate this 2016 election season, the HR community must engage in the electoral process. Make sure you, your organization and your employees utilize SHRM's fast and user-friendly election resources to ensure you are registered and able to cast your vote on Election Day, November 8.

TAKE ACTION ▶

- MA
- RI
- CT
- NJ
- DE
- MD
- DC

# Make Sure You are Prepared for Election Day

**Election Day**  
***November 8, 2016***





## Public Policy Blogs By SHRM Members

### Equal Pay Day - What April 14th Means For HR Professionals

Society for Human Resource Management

April 14, 2015

No, it's not just the day before Tax Day. Interestingly enough, today is another day with relevance to HR. According to the National Committee on Pay Equity, April 14th is called "Equal Pay Day" in order to raise public awareness around the importance of compensation equity in the workplace.

According to the Bureau of Labor Statistics, in 2013 women who were full-time workers had median weekly earnings of \$706, which is about 82 percent of the median weekly earnings of male full-time workers (\$860). While certain stakeholders might disagree, the question is whether this wage difference between women and men is attributable to discrimination, legitimate pay practices or other dynamics.

[Read more »](#)

### Why Should HR Advocacy Matter To Californians?

Society for Human Resource Management

Why Should HR Advocacy Matter to Californians?



## SHRM'S 2015 GUIDE TO PUBLIC POLICY ISSUES



# 2016 A-Team Calendar

***Congressional  
District Work Days***

***A-Team Quarterly  
Planning Webinars***

***SHRM Advocacy  
Events in  
Washington, D.C.***

***2016 Election Key  
Dates***

***SHRM/A-Team  
Social Media Events***



## 2016 A-Team Events Calendar

*\*Please note: Dates are subject to change depending on congressional activity.*

January							February							March						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2	1	2	3	4	5	6				1	2	3	4	5
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10	11	12	13	14	15	16	14	15	16	17	18	19	20	13	14	15	16	17	18	19
17	18	19	20	21	22	23	21	22	23	24	25	26	27	20	21	22	23	24	25	26
24	25	26	27	28	29	30	28	29						27	28	29	30	31		
31																				

April							May							June						
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10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30		

July							August							September						
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					1	2		1	2	3	4	5	6					1	2	3
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17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24
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31																				

October							November							December							
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23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	
30	31																				

### Calendar Key

Congressional District Work Days (anticipated)

A-Team Quarterly Planning Webinars

SHRM Advocacy Events in Washington, D.C.

2016 Election Key Dates

SHRM/A-Team Twitter Chat



Questions? Contact Meredith Nethercutt, SHRM's Senior Associate, Member Advocacy at [meredith.nethercutt@shrm.org](mailto:meredith.nethercutt@shrm.org)

# Let's Create an HR Movement!



## First Follower: Leadership Lessons from Dancing Guy

<https://www.youtube.com/watch?v=fW8amMCVAJQ>

## **Meredith Nethercutt**

*Senior Associate, Member Advocacy and  
A-Team Program Director*

Society for Human Resource Management

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**Email:** [Meredith.Nethercutt@shrm.org](mailto:Meredith.Nethercutt@shrm.org)

 @SHRMATeam

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